**Media Release**

For Immediate Release

**AUSTRALIAN CRUISE ASSOCIATION PRESENTS**

**CHRIS WHITE WITH LIFE MEMBERSHIP**

(7 September 2017) The Australian Cruise Association (ACA) awarded Visit Victoria Executive, Chris White, Life Membership at the Association’s annual conference held in Mooloolaba on the Sunshine Coast this week.

A former Chair of the Australian Cruise Association from 2010-2014 (then known as Cruise Down Under), Chris also served on the Board for eight years and as Deputy Chair. Chris’ passion for the cruise industry has greatly assisted in attracting major cruise lines to Australia.

In bestowing this honour, ACA Chairman, Stephen Bradford said, “Chris has worked tirelessly to promote the Australian cruise Industry both domestically and globally and her contribution has been integral to the growth of the industry and the success we are experiencing today.”

Chris White is currently the Group Manager of Product Marketing at Visit Victoria, where she has been a long-time employee of 23 years. Under her guidance, Visit Victoria has worked closely with cruise lines, the ports of Melbourne, Geelong, Portland and the anchorage at Phillip Island to encourage cruise ships to visit and experience the diversity of the state.

“It is an honour to receive Life Membership from the Australian Cruise Association and a pleasure to continue working with industry colleagues in building on our current growth and success,” said White.

“The diversity of tourism experiences across Australia – from the arts, food and wine, history and culture, and unique natural beauty - are major drawcards for attracting cruise ships to our coastline, in turn providing sustainable ongoing employment opportunities.”

Other life members of the Australian Cruise Association include Mike Bartlett – Cairns Ports, Glenn Stephens - Fremantle Ports, Judy Wood - Bob Wood Cruise Group, Richard Doyle – Captain Cook Cruises and Evda Marangos – Victorian Ports Corporation.

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**About Australian Cruise Association:**

Australian Cruise Association is the co-operative marketing brand for cruise tourism in the Australia and Pacific region and represents a diversity of interests including regional ports, international, national and state tourism agencies, shipping agents, inbound tour operators and companies dedicated to marketing the region as a world class cruise destination.

**Media Contacts:**

Jill Collins
Barking Owl Communications
0417 654 474
[Jill.collins@barkingowlcommunications.com.au](file:///C%3A%5CUsers%5Cmezl%5CAppData%5CLocal%5CMicrosoft%5CAppData%5CLocal%5CMicrosoft%5CAppData%5CLocal%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5CFFSGQE2O%5CJill.collins%40barkingowlcommunications.com.au)